tails would not be released until later this summer.

On-campus marketing and promotion efforts also are getting more attention.

"The campus life style is one that encourages camaraderie and interaction, and is a fertile area for word-of-mouth to get going. It's a great place for promotion," says Mr. Rose, whose Evanston, Ill.-based company established a Campus Resources division last January for the express purpose of helping those marketers who want to sponsor such on-campus events as concerts or film series. CASS also is looking for growth in its main line of business as a national sales representative for college newspapers, a division that will reach $16 million in sales this year, an eight-fold increase over the last decade.

The newsmagazines also are increasing their efforts to bolster their college audiences. *Newsweek*, for example, will not only be offering advertisers a college demographic edition this fall, but also will begin publishing a quarterly *Newsweek On Campus* special supplement with editorial content distinctly different from that found in the national edition.

"We will be devoting our full editorial resources to *Newsweek On Campus*—the same editorial staff and campus correspondents that put out our national edition—but the coverage will be personalized for college students," explains Jeffrey A. Stern, *Newsweek's* manager of student marketing, a position created only last fall. "In the national magazine we may be reporting about the national budget problems, but in *Newsweek On Campus*, our emphasis might be on how the budget cutbacks will affect funds for students. We also will have regular columnists whose names are recognized in the college market," including Eddie Murphy of "Saturday Night Live" as a humor columnist and University of Georgia halfback Herschel Walker as the first "My Turn" columnist.

Archrival *Time* also has been increasing its effort to cultivate the college market by supporting the "College Bowl" intercampus competitions and by bolstering its program to make *Time* easier for college instructors to use as a classroom supplement.

Yet, even if such efforts improve the ad vehicles available to marketers to reach the youth market, advertisers still will be faced with the challenge of communicating effectively with the under-25 crowd, of bridging the generation gap.

"Marketers are afraid of the youth market," maintains Mr. Dickey, "because they don't understand youth. It has been that way forever. They [marketers] are from a different generation, and they can't relate to it. So, when the economy is going good, they stay away from it [the youth market]. When the economy goes in the crapper, then all of a sudden everyone starts looking for new market niches, and advertisers start saying that they are interested."

Media cool—but not to college crowd

Marketers take a hard look at a choice group

By Belinda Hulin-Salkin

Today's college student is the quintessential consumer—educated, brand selective, image conscious and somewhat materialistic. According to college marketers, college students have more disposable income than ever before, and they're spending it on themselves.

"Very often advertisers think that because they do a lot of advertising on youth-oriented radio or tv, they're hitting the whole market. But in focus groups we recently questioned, tv viewing was very low . . . ."

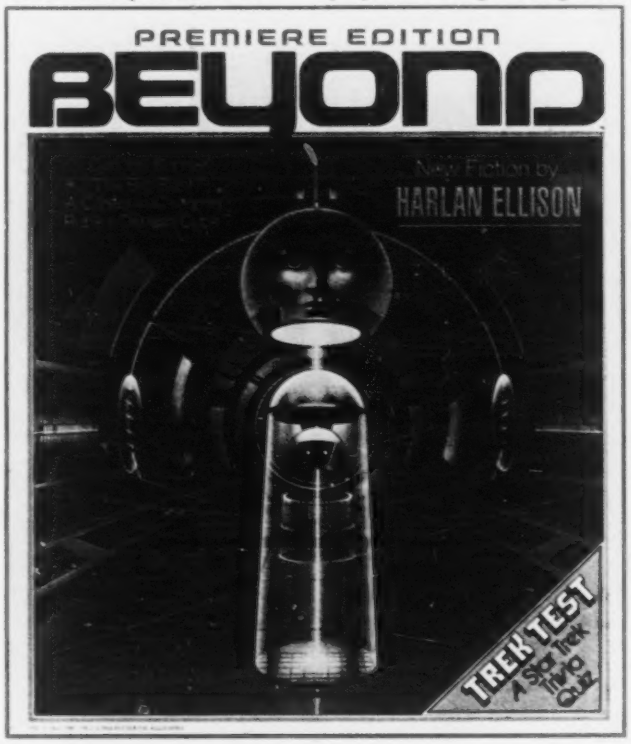
The problem is reaching them. The $26 billion (some estimates are as high as $40 billion) college market doesn't watch televison, buys mass market magazines erratically and spreads itself very thin across the radio dial. But research shows that students do read the college newspaper, and they can be counted on to stroll into the campus store with some regularity. Armed with these facts, a number of marketing companies are helping manufacturers reach students—quite literally—where they live.

University Communications, owned by Ziff-Davis Publishing Co., New York, publishes the *Directory of Classes*, which finds its way to 1.5 million students at over 75 major colleges and universities in the U.S. three times during the school year. The *Directory*, a source for college course listings and summaries, ran "in excess of 70 pages of national advertising . . . and hundreds of pages of local advertising in the various editions in the 1981 to 1982 academic year," noted Jerry Koffler, director of advertising with University Communications.

Mr. Koffler, whose *Directory* is the only major college advertising medium that is an official publication of its schools, pointed out an interesting fact about college today: Although there are fewer people of college age, enrollment is at an alltime high. He looks to the current economic scene for the reasons behind this.

"First of all, society has placed a higher priority than ever before on education in order to get jobs," he said. "And with the country currently in a recession —with the rate of unemployment as high as it is—being in school provides a way of buying time" before an individual has to step out into the working world.

While students are buying time—and getting some breathing space—on campus, Alan Weston Communications in Los Angeles has been making the moves on them since 1977. The company offers advertisers a four-color, college newspaper feature-supplement called *Ampersand*—an entertainment-oriented insert that boasts close to a million circulation, cutting across the top Areas of Dominant Influence in the country. The magazine looks a bit like *Rolling Stone* in format, has an irreverently upbeat editorial slant, and provides a four-color backdrop for product promotion through the campus paper six times per school year.



Alan Weston Communications publishes* Beyond, *which is targeted to science, technology and engineering students.

"Surveys that have been done in the last 10 years show that 87% of the sample have read the college paper within the last seven days," said Durand W. Achee, publisher of *Ampersand* and executive vp of Alan Weston. "Little else compares with that.

"Very often advertisers think that because they do a lot of advertising on youth-oriented radio or television, they're hitting the whole market. There's no question that buying 'Saturday Night Live' or 'Friday' or time on certain radio stations has some impact on the market, but in focus groups we recently questioned, television viewing was very low, maybe an hour a day; and while they listen to the radio, students switch the channel a lot. They listen to a lot of different stuff . . . everything from jazz, to AOR [album-oriented rock] to punk rock to classical."

Because of the divergent music interests in today's college market, Mr. Achee said, *Ampersand*, a five-year-old publication, has changed its editorial focus somewhat in the last couple of years to concentrate on life style-oriented features, motion pictures and "annual special sections on travel, on hi-fi and stereo systems, on photography.

"The mass college audience is much more diverse than it once was—they're older and their purpose for being in college is to be better prepared for life. There is a strong emphasis on being an individual. Music is still very much a part of their life style, but it's not as important as it once was. For *Ampersand*, a cover with a major music artist is not going to get picked up as fast as a cover with a major comedian or a major film star on it."

In addition to the 74 colleges that receive *Ampersand*, an additional 48 schools began receiving another Alan Weston publication, *Beyond*, in the fall of 1981. According to Mr. Achee, the new four-color supplement has an editorial focus on science news, science fiction and technological development. It has a circulation of around 400,000 and is targeted to engineering and technical science majors.

"We were aware that there is a tremendous demand for engineers, and engineers are the people who are now walking out of college with $27,000-a-year jobs," he said. "The first thing that a graduate is going to do when he gets that job is start buying furniture, clothes for business, a car, a better stereo. So we had a sense that if we could expand to the technical market with a narrowly targeted publication, the response would be good. As it happens, the response has been tremendous."

If marketers are aware that there is a big demand for engineers, today's college students are certainly not hiding from the economic facts of life. Both entry-level students and older students who have come back to school for new career training are pursuing the degrees that will give them the most promising future: Computer sciences, engineering, math, business. According to Jeff Dickey, president of Alan Weston, today's college students are very pragmatic: Recent history has not allowed for the nurturing of dewy-eyed idealists.

"Right now, the average college student is 22 years old. He was born in 1960," explains Mr. Dickey. "By the time he was three years old, Kennedy was assasinated; when he was five, the country had major racial problems.

"From the time he was 8 until he was 12 he had the Vietnam war, and the kid saw body counts on tv every night. In 1973, we had a president kicked out of office. From 1973 to 1975 economic times were terrible and in 1979, it was the same thing again—'Dad's out of work and I have no job prospects.' This is the kid your dealing with —we're not talking about an eternal optimist here."

Today's college students are certainly not hiding from the economic facts of life. Both entry-level students and older students are pursuing the degrees that will give them the most promising future.

In addition, Mr. Dickey said many of today's college students have personally experienced the breakdown of the single family unit; they don't know whether they'll ever afford a house and, if they're 22, they are probably sitting next to someone in class who's 35 and going back to school so he or she can get a job.

"But on the flip side," he added, "today's college students tend to be more affluent than ever before because 58% of them work part or fulltime during the school year and another 30% have jobs during the summer. Also, college has become so expensive that the lower income students have dropped out of the market. So disposable income in the market is higher. Today's college students are

(Continued on Page M-12)

Belinda Hulin-Salkin is a business writer in Pittsburgh who frequently contributes to Magazine.

Estimates of '81 advertising to sales and advertising to gross profit margin by industry

A sixth annual study of advertising and promotion expenditures of U.S. corporations and industry sectors has been completed by Schonfeld & Associates, a Chicago-based consulting company.

The study forecasts advertising and promotion expenditures of more than 4,200 individual companies in 224 industry sectors. Ratios of advertising and promotion to net sales and to gross margin (sales minus cost of goods sold) are also calculated. The accompanying table from the study contains average 1981 industry ratios that are commonly used for ad budgeting. However, Schonfeld cautions that within many of the industry sectors individual companies may spend significantly more or less than the average shown here.

The raw data for the study were compiled from 10-K reports filed by publicly owned companies with the Securities & Exchange Commission. Therefore, advertising and promotion expenditures often include media and nonmedia spending such as collateral literature, production, etc. For this reason, these figures are often substantially larger than figures from media auditing services such as Leading National Advertisers.

"In some categories, such as alcoholic beverages, there is substantial point-of-purchase advertising. By subtracting media spending estimates, it is interesting to see how much nonmedia spending there is," commented chairman Eugene Schonfeld.

The study is particularly useful to industrial and business-to-business advertisers since these companies are not well covered by other reference works. For example, the Schonfeld study contains data on over 100 electronic computing companies in SIC 3573 alone. While data for the study were compiled from published financial statements rather than surveys, cautious interpretation is required for several reasons. First, companies may vary in what they include under advertising and promotion expenditures. Second, many large companies are in several fields, yet are listed in only their primary industry sector. Distortion may result because a large subsidiary may not be included in the industry in which it competes. Third, a few large companies are privately held and their figures are not included.

Besides ratios, the study forecasts 1982 and 1983 expenditures for each company, including their advertising growth rates, a measure of advertising and promotion spending stability and Schonfeld's rating of advertising and promotion effectiveness. A copy of the 335-page study is available for $275 from Schonfeld & Associates Inc., 120 S. LaSalle St., Chicago, Ill. 60603, (312) 236-5846, or $250 if prepaid.#

INDUSTRY	A&P % of: SIC	Sales 1981	Margin 1981
Agriculture production-crops	100	2.1	5.4
Agriculture produc-livestock	200	.1	1.0
Metal mining	1000	.5	2.2
Copper ores	1021	.2	1.3
Misc metal ores	1090	.0	.1
Bituminous coal & lignite mn	1211	.0	.2
Crude petroleum & natural gs	1311	.1	.3
Drilling oil & gas wells	1381	.8	1.8
Oil-gas field exploration	1382	.2	.7
Oil & gas field services NEC	1389	.3	.6
Misc nonmetallic minerals	1499	.0	.1
General building contractors	1520	.6	4.0
Operative builders	1531	1.1	4.9
Construction-not bldg constr	1600	2.7	20.6
Construction-spl contractors	1700	.8	5.0
Food & kindred products	2000	3.5	14.2
Meat products	2010	2.1	24.0
Dairy products	2020	3.0	11.4
Canned-preserved fruits-vegs	2030	4.2	12.9
Flour & other grain mill pds	2041	1.4	7.4
Wet corn milling	2046	1.3	7.5
Prepared feeds for animals	2048	6.6	29.6
Bakery products	2050	1.6	3.6
Cane sugar refining	2062	.3	1.9
Beet sugar	2063	.2	.5
Candy & other confectionery	2065	5.9	16.0
Fats & oils	2070	N/A	N/A
Malt beverages	2082	6.9	25.9
Distilled rectif blend bevrg	2085	8.5	20.2
Bottled-canned soft drinks	2086	5.5	11.9
Food preparations NEC	2099	1.0	3.1
Cigarets	2111	6.4	16.1
Cigars	2121	2.1	3.8
Textile mill products	2200	1.2	7.8
Knitting mills	2250	1.7	6.8
Floor covering mills	2270	.6	2.9
Apparel & other finished pds	2300	2.7	8.8
Lumber & wood products	2400	.4	2.0
Wood buildings-mobile homes	2450	1.3	6.7
Household furniture	2510	1.9	6.4
Office furniture	2520	.9	3.1
Paper & allied products	2600	1.4	6.0
Convert paper-paperbd pd NEC	2649	2.2	7.3
Paperboard containers-boxes	2650	N/A	N/A
Printing publishing & allied	2700	.6	2.3
Newspapers publishing-print	2711	1.6	4.0
Periodicals publishing-print	2721	4.5	11.9
Books publishing & printing	2731	4.7	8.5
Commercial printing	2750	.2	.8
Manifold business forms	2761	.2	.5
Greeting card publishing	2771	2.2	4.1
Service indus for print trde	2790	.5	1.4
Chemicals & allied prods	2800	1.3	4.7
Indl inorganic chemicals	2810	4.4	15.9
Plastic matr/synthetic resin	2820	.9	4.0
Drugs	2830	8.2	14.5
Soap & other detergents	2841	7.1	19.7
Perfumes cosmetics toil prep	2844	9.8	16.6
Paints-varnishes-lacquers	2850	3.0	9.6
Industrial organic chemicals	2860	1.6	6.3
Agriculture chemicals	2870	N/A	N/A
Misc chemical products	2890	1.1	2.8
Petroleum refining	2911	.2	1.1
Paving & roofing materials	2950	1.4	7.5
Rubber & misc plastics prods	3000	2.2	9.4
Fabricated rubber prods NEC	3069	.9	3.4
Misc plastic products	3079	3.2	11.5
Footwear except rubber	3140	3.0	8.2
Leather goods NEC	3199	5.8	15.4
Flat glass	3210	.2	.8
Glass containers	3221	1.7	7.6
Cement hydraulic	3241	.5	1.9
Structural clay products	3250	.7	2.1
Pottery products NEC	3269	.7	2.5
Concrete Gypsum & Plaster	3270	1.2	5.5
Abrasive asbestos & misc min	3290	2.0	7.2
Blast furnaces & steel works	3310	1.3	4.6
Iron & steel foundries	3320	.2	.8
Prim smelt-refin nonfer mtl	3330	.5	2.2
Second smelt-refin nonfer mt	3341	.1	.7
Rolling & draw nonfer metal	3350	.9	3.3
Misc primary metal products	3390	.3	1.0
Metal cans & shipping cont	3410	4.1	18.7
Hardware-NEC	3429	3.0	8.0
Heating equip & plumbing fix	3430	2.0	5.5
Solar energy equip & comp	3437	1.4	3.7
Mtl doors, frames, mold & trim	3442	1.2	4.2
Fabricated plate work	3443	.1	.3
Sheet metal work	3444	.7	2.7
Prefab metal bldgs & comp	3448	1.1	5.1
Misc metal work	3449	2.7	11.7
Bolts-nuts-screws-riv-washrs	3452	.5	1.6
Ordnance & accessories	3480	1.5	5.3
Valves/pipe fittings ex bras	3494	1.2	4.0
Fabricated metal prods NEC	3499	1.2	4.2
Engines & turbines	3510	.7	3.0
Farm & garden machinery	3520	1.2	5.6
Constr, min, mat handling eqp	3530	2.1	8.0
Construction machinery & eqp	3531	.2	.7
Oil field machinery & equip	3533	.3	.8
Hoist-indus cranes-monorail	3536	2.1	7.6
Indl trucks, tractors, trailrs	3537	1.2	6.3
Metalworking machinery & eqp	3540	4.0	12.3
Special industry machinery	3550	1.5	4.5
Pollution control machinery	3558	.3	1.1
General industrial mach & eq	3560	.6	1.8
Office computing & acctg mch	3570	.4	.6
Electronic computing equip	3573	1.1	2.4
Refrig & service ind machine	3580	1.2	4.4
Elec & electr mach eq & supp	3600	1.4	4.7
Elec transmission & distr eq	3610	.0	.0
Electrical industrial appar	3620	.5	1.8
Industrial controls	3622	1.3	3.4
Household appliances	3630	2.3	9.6
Electric lighting-wiring eq	3640	1.8	5.4
Radio-tv receiving sets	3651	2.7	7.5
Phonograph records	3652	6.8	21.2
Tele & telegraph apparatus	3661	1.7	6.0
Radio-tv transmttng equip-ap	3662	1.3	4.2
Electronic components & acc	3670	1.2	3.9
Semiconductors & rel devices	3674	1.6	4.5
Electronic components NEC	3679	1.3	3.7
X-ray, electromedical apparat	3693	.8	1.3
Electrical machy & eqp NEC	3699	7.4	22.1
Motor vehicles & car bodies	3711	1.5	12.1
Truck & bus bodies	3713	.3	1.7
Motor vehicle parts-accessor	3714	.8	3.5
Motor homes	3716	.4	2.8
Aircraft & parts	3720	N/A	N/A
Aircraft	3721	.4	2.0
Aircraft parts & aux equip	3728	.5	1.9
Ship-boat building/repairing	3730	.6	4.4
Railroad equipment	3740	.4	1.6
Motorcycles bicycles & parts	3750	1.7	10.0
Guided missiles & space vehc	3760	.4	1.9
Travel trailers & campers	3792	.4	2.3
Engr lab & research equip	3811	1.9	4.2
Measuring & controlling inst	3820	.6	1.9
Industrial measurement instr	3823	1.7	3.9
Elec meas & test instr	3825	1.4	3.7
Optical instruments & lenses	3830	4.6	9.3
Surg & med instruments & app	3841	3.6	7.7
Dental equip & supplies	3843	3.2	7.5
Photographic equip & suppl	3861	2.7	5.5
Watches clocks & parts	3870	2.5	12.3
Jewelry-precious metals	3911	5.1	12.9
Silverware-plateware	3914	1.7	4.2
Musical instruments	3931	2.0	6.4
Toys & amusement sport goods	3940	6.9	18.1
Pens-pencil & oth office mat	3950	4.2	10.4
Misc manufacturing industrs	3990	3.6	9.4
Railroads-line haul operatng	4011	.4	3.5
Trucking-local/long distance	4210	.4	2.7
Water transportation	4400	.5	1.2
Air transportation-certified	4511	1.7	12.4
Pipe lines ex natural gas	4610	N/A	N/A
Transportation services	4700	1.3	4.9
Telephone communication	4811	1.0	2.3
Radio-tv broadcasters	4830	3.5	8.7
Communication services NEC	4890	1.2	3.1
Natural gas transmission	4922	N/A	N/A
Natural gas transmis-distr	4923	.2	1.1
Sanitary services	4950	.1	.2
Whsl-autos & parts	5012	1.7	7.0
Whsl-lumber & constr matl	5030	.3	1.8
Whsl-sporting & recrea goods	5040	1.5	6.0
Whsl-metals & minerals	5050	.1	.5
Whsl-elec apparatus & equip	5063	1.4	4.8
Whsl-elec appliance tv-radio	5064	5.8	16.0
Whsl-electronic parts & eqp	5065	.4	1.5
Whsl-hardwr plum heat equip	5070	2.9	24.0
Whsl-machinery & equipment	5080	1.2	3.9
Whsl-scrap & waste materials	5093	.1	.9
Whsl-durable goods NEC	5099	12.7	40.6
Whsl-drugs & proprietary	5120	.0	.3
Whsl-groceries & related pds	5140	1.3	14.7
Whsl-nondurable goods NEC	5199	.2	3.1
Retail-lumber & other bldg mat	5211	2.6	17.5
Retail-mobile home dealers	5270	1.0	5.0
Retail-department stores	5311	3.0	13.0
Retail-variety stores	5331	2.2	8.1
Retail-grocery stores	5411	1.1	5.0
Retail-auto dealers/gas stat	5500	.5	3.9
Retail-apparel & acces store	5600	3.3	9.2
Retail-womens ready to wear	5621	2.7	8.3
Retail-shoe stores	5661	1.5	3.9
Retail-furniture stores	5712	6.6	16.4
Retail-hshld appliance store	5722	5.0	19.1
Retail-eating places	5812	3.1	15.4
Retail-drug & propriet stores	5912	1.6	6.7
Retail-jewelry stores	5944	5.9	13.6
Retail-sewing & needlework	5949	2.9	5.8
Retail-mail order houses	5961	6.1	22.2
Retail-auto mdsng mach oper	5962	1.7	5.9
Retail-fuel & ice dealers	5980	.1	.2
Retail-stores NEC	5999	3.7	9.3
Savings & loan associations	6120	.5	2.6
Personal credit institutions	6140	1.5	3.9
Business credit institutions	6150	.2	.2
Finance-services	6199	2.9	14.0
Security & commodity brokers	6200	.4	5.7
Insurance agents & brokers	6400	.6	3.5
Real estate	6500	2.2	6.9
Subdivid develop ex cemetery	6552	1.8	8.0
Miscellaneous investing	6790	3.4	5.0
Real estate investment trust	6798	1.5	3.1
Hotel-motels	7011	2.6	9.8
Serv-personal	7200	6.3	19.7
Serv-linen supply	7213	.4	1.4
Serv-advertising agencies	7311	.2	1.9
Serv-clean & maint bldg NEC	7349	.4	2.1
Serv-computer & data process	7370	2.5	7.6
Serv-cmp program & software	7372	.6	2.4
Serv-data processing svcs	7374	.9	2.2
Serv-computer rel svcs NEC	7379	1.0	2.3
Serv-research & develop labs	7391	.5	1.4
Serv-mgmt consulting & pr ser	7392	2.8	9.1
Serv-detective & protective	7393	.2	1.2
Serv-equip rental & leasing	7394	.1	1
Serv-business services NEC	[illegible]	3.3	13.7
Serv-automotive repair & ser	7500	2.4	5.7
Serv-motion picture productn	7810	6.4	27.2
Serv-motion picture theatres	7830	4.1	26.0
Serv-racing incl track oper	7948	4.1	20.0
Serv-misc amusement & recrea	7990	3.5	11.4
Serv-nursing & person care	8050	1.4	7.9
Serv-hospitals	8060	.1	.7
Serv-educational	8200	4.8	9.8
Serv-engineering & architect	8911	.3	1.6

Legend: A&P = Advertising & Promotion. SIC = Standard Industrial Classification. N/A = No data available for this value. NEC = Not Elsewhere Classified. A&P as % Sales = A&P Expenditures/Net Sales. A&P as % Margin = A&P Expenditures/(Net Sales-Cost of Goods Sold).

Shops' expenses at record high as profits hit new low

NEW YORK—Operating expenses of member agencies are at an all-time high and profits have hit a record low, according to a study of the American Assn. of Advertising Agencies.

Tracking costs and profits since 1972, the Four A's found net profit averaged 3.55% of gross income in 1981. In 1980, it was 3.95%. Net profit as a percentage of billing for incorporated agencies has slipped to 0.83% in 1981, from 0.92% in 1980.

While rent, light and depreciation costs were up to a record high of 8.3% of gross income (from 7.95% in 1980), total payroll expenses were down to 60.8% in 1981, from 61.3% in 1980. However, agency employers are kicking more into retirement and insurance plans.

In the wake of Reaganomics, taxes are hitting new highs. Other than income tax, taxes rose from 4.3% of gross income in 1980 to 4.4% in 1981.

The study noted: "In some agencies, such taxes are greater than rent." The accumulative state, county and municipal taxes, Social Security and federal taxes now rank as the third-highest expense in agency operations, behind rent and payroll.

Income tax accounted for 1.33% of the gross in 1981, compared with 1.25% in 1980.

Total expenses for agencies are also at a record high—95% of gross income in 1981, compared with 94.8% in 1980. In 1972, total expenses accounted for 94.6% of the gross.#

KENNETT HINKS

BALTIMORE—Kennett W. Hinks, 85, a former director of J. Walter Thompson Co., died here July 22 at Johns Hopkins Hospital. He resided in Cockeysville, Md.

Mr. Hinks began his career at JWT's Chicago office in 1921 as director of research.

In 1925, he was appointed Pacific Coast manager of JWT's then new San Francisco office. From 1929-1932, he managed the company's Berlin office and supervised the Vienna and Warsaw offices.

Mr. Hinks returned to the U.S. in 1932 as an account rep in the Chicago office. He was elected a vp in 1936.

After taking a leave of absence to serve in the Office of Strategic Services during World War II, Mr. Hinks joined the agency's New York office in 1946.

In 1952, he was elected a director of J. Walter Thompson Canada. He was appointed to the executive committee in '55, named a senior vp in '61 and retired in '64.

JOHN McQUIGG

STUART, FLA.—John L. McQuigg, 74, a former director of J. Walter Thompson Co., died at his home here July 8.

Mr. McQuigg joined JWT's Detroit office in 1955 and was named vp later that year. He was elected to the board in 1957 and appointed to the executive committee in 1959. He retired in 1964.

Before joining JWT, Mr. McQuigg served as an exec vp at Lennen & Newell, a manager at the Geyer, Cornell & Newell agency in Detroit and as an assistant ad manager at Frigidaire. He began his advertising career as ad manager for West Texas Utilities.

MIKE McGOWAN

WILLINGBORO, N.J.—Mike McGowan, 61, a retired sales rep for the *Pittsburgh Press*, died of cancer here July 16. Before moving to the *Press*, Mr. McGowan was manager of the Scripps-Howard Newspapers' Philadelphia office. His previous sales jobs included posts at two now-defunct New York newspapers, the *New York World Telegram* and *New York Herald Tribune*. He also worked for San Diego Newspapers; Moloney, Regan & Schmitt, and Story & Kelly-Smith.

Four A's agencies' costs and profits

(Per cent of gross income unless otherwise stated)*

Number of agencies represented	1972 240	1978 242	1979 265	1980 272	1981 279
Rent, light and depreciation	7.74%	7.22%	7.64%	7.95%	8.30%
Taxes (other than U.S. income)	3.27	4.11	4.20	4.30	4.40
Other operating expenses	15.95	16.89	16.91	17.13	17.28
Total payroll	64.53	61.02	60.93	61.27	60.79
Payments into retirement plans	1.96	2.32	2.37	2.23	2.29
Insurance for employee benefit	1.19	1.71	1.77	1.89	1.96
Total expenses	94.64	93.27	93.82	94.77	95.02
Profit before U.S. income tax for all agencies	5.36	6.73	6.18	5.23	4.98
U.S. income taxes	1.60	1.64	1.34	1.17	1.31
Net profit	3.76	5.09	4.84	4.06	3.67
Profit before U.S. income tax for incorporated agencies	5.42	6.58	6.01	5.20	4.88
U.S. income tax for incorporated agencies	1.80	1.84	1.42	1.25	1.33
Net profit for incorporated agencies	3.62	4.74	4.59	3.95	3.55
Net profit for incorporated agencies (as percentage of sales — *i.e.*, billing)	0.75	0.99	1.03	.92	.83

*Gross income comprises commissions, agencies' service charges and fees.

Source: Annual studies of advertising agencies' costs and profits conducted by American Assn. of Advertising Agencies. Figures are averages for agencies of all sizes.

DANIEL E. SHEA JR.

MEDIA, PA.—Daniel E. Shea Jr., 49, former publisher of Chilton Co.'s *Instruments & Control Systems*, died of a heart attack on June 24 while in Boston on a business trip.

At his death, Mr. Shea was president of the instrumentation and controls division, Technical Information Distribution Service, a direct-mail service.

He also founded and published *Control Equipment Master*, a catalog service, and helped introduce *Food Engineering Master*. Earlier, he served at United Technical Publications in a number of publisher and management positions. He started his career at McGraw-Hill, and held posts at *Architectural Record*, *Electronics*, *Modern Hospital* and *Nation's Schools*.

WILLIS T. SMITH

CHICAGO—Willis T. Smith, 50, assistant manager of the Chicago office of *National Geographic*, died July 6 after suffering a stroke in the offices of N W Ayer. He was pronounced dead at Northwestern Memorial Hospital. Mr. Smith, who lived in suburban Deerfield, was with *National Geographic* for 16 years.#

the advertising market place

MEDIA RESEARCH

Major consumer magazine, NYC headquarters, has excellent opportunity for research analyst with 3-5 years of media research experience. Candidate must have thorough knowledge of audience research syndicated services, computer operations, and IMS on-line systems. Heavy sales staff contact. Outstanding company benefits. Send resume with salary requirements to: Anna F. Savitt, U.S. NEWS & WORLD REPORT, 45 Rockefeller Plaza, New York, N.Y. 10020

ACCOUNT EXECUTIVE NEW YORK CITY

Major 4-A agency is looking for AEs to work on national accounts. Candidates should have 2 or more years of agency experience and be able to help design and execute advertising and sales promotion aspects of marketing plans. Marketing degree a plus. New business experience helpful. Great career growth opportunity. Qualified candidates should send their resume and salary history, in confidence to:
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220 E 42nd St., NY, NY 10017

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Photography oriented designer for creative/photo studio. Food packaging background necessary. Send resume & 3 Xerox copies of best work to Box 5143/ Hopkins, MN 55343. (Mpls area)

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SENIOR ACCOUNT EXECUTIVE
AND ACCOUNT EXECUTIVE

Major New York City agency has two immediate openings for experienced Account Executives on a large retail food (supermarket) account:

SR. A.E. to interface with client's regional top level executives. Applicants must have a minimum of three years in retail advertising mansgement at client or agency; food/fast food background is preferred. The position requires a "self-starter" with thorough knowledge of all media, particularly broadcast, and strong sales promotion skills (conception through execution). Good presentation skills necessary.

A.E. to service client at regional and corporate levels. Minimum two years in agency account management required, preferably on retail/consumer accounts. Must possess working knowledge of all aspects of advertising procedures and strong basic marketing skills. Knowledge of broadcast media is essential.

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If you have the ability and experience to meet the above qualifications please send resume and salary history in strict confidence to:
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A.E. CALL HOME!

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Our NYSE-listed, consumer goods company is seeking a dynamic Product Manager. You will work on an existing brand and also be involved in rollout of a New Product. Degree required. MBA (preferable) plus 2-5 years Product Management experience in either package or hard goods. Please send resume with current salary to:

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We are conducting an exclusive professional search for an individual with a background in writing for the Aviation industry. Our company is a recognized world leader in the Aerospace/Electronics industry.

This challenging opportunity will be involved with writing copy for sales brochures, news releases, direct mail,P.O.P.; assisting in the development of advertising and promotional plans, and working with our advertising agency in the development of national advertising.

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